



sharaka
الهيئة العمانية
للاشراكة من أجل التنمية

August 2015

Sharaka
Brand Identity Guideline

Version 2.0

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01



about the brand

The body Oman partnership for development, as well as an embodiment and a continuation of the pattern of intonation in development performance, Body is and the reality of its statute seeks to achieve a package of development goals, including the frontline providing opportunities for training and qualifying the Omani cadres, and to support small and medium enterprises, and strengthen the private sector, and to promote technology the list in the public and private sectors, and the integration of modern techniques in them, and strengthen military and security capabilities of the Sultanate in all levels and to facilitate investment and to diversify sources of national income and the creation of a sustainable economy and effective ..

1.1 Vision

To increase the spirit of cooperation between the country and the investor

1.2 Our Promise

Our Promise represents the very essence of what we do, what we stand for and why it's relevant to people.

to make our country the major economic signs in the world

1.3 Our Voice

Our Voice is the distinctive tone, manner and style in which we communicate both visually and verbally. It provides criteria against which all communications should be measured

Pioneering

Our communications open up new areas of thought. We are original, distinctive and fresh. We do not appear different for the sake of it.

Clear

Our communications are simple and straightforward. We avoid clutter and complexity.

Sure-footed

Our communications are unambiguous, powerful and consistent. Sure-footed is not about being slow and staid.

Graceful

All our communications are beautifully elegant, simple and well designed. We do not follow others.

1.2

Our values

Our Values are the principles that guide and govern our behavior so we can consistently deliver on our promise

Excellence
Teamwork
Freedom of enquiry
Fairness
Transparency
Lifelong learning

02



Our Identity

The following pages introduce the basic identity elements of sharaka brand. if used consistently and seamlessly across our brand communications, we can we build recognition and distinctiveness in the market supporting our vision to become a world-class company and a leader in our field

2.1 Our Identity

Logo

Our own brand show some qualities of your organization
Such as tender and represented by Hand
And such investment and construction represented by the form of gear
Further to extra colors to reflect the spirit of diversity in the tender



sharaka logo

2.2 Our Identity

Logo variations

Designed to be implemented across a broad range of media, our logo works best in color against white or light colored backgrounds. The full color version of the logo is the preferred version and should be used wherever possible. In exceptional circumstances or in those situations where good quality reproduction cannot be guaranteed or where specialist finishing techniques are employed, a black and a white version of the logo may be used.

Full color logo
(preferred version)



Black logo
(exceptional use)



White logo
(exceptional use)



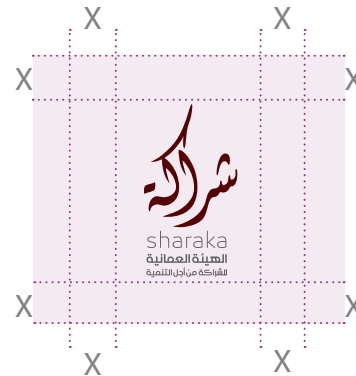
2.3 Our Identity

Area of isolation and minimum size

The logo should always be surrounded by an area of clear space known as an 'area of isolation' to ensure no text, images or graphic elements overpower it. The area of isolation is calculated using an 'X' value, 'X' being equal to the distance between the typography and the « o ». The minimum area of isolation specified is equal to 1 'X' all around the logo as demonstrated below. This is a minimum specification and should be increased wherever

possible. A minimum size at which the logo may be reproduced has been determined to ensure the logo retains its integrity and legibility at small sizes. The minimum size for reproducing the logo in print has been specified at 40mm wide as demonstrated below. This is a minimum specification and should be increased wherever possible.

Area of isolation



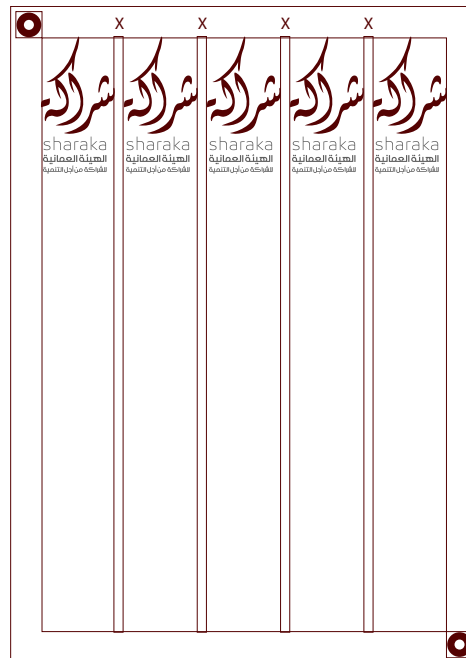
Area of isolation (minimum)	print (mm)	40mm
	web (px)	140px

2.4

Our identity

The grid

For document layouts, we have developed a consistent yet flexible grid for placement of titles, sub titles and graphic elements to be used on sharaka. The grid is composed of 3 main columns each being equal to the width of the logo. Gutters (internal margins) are based on an 'X' value



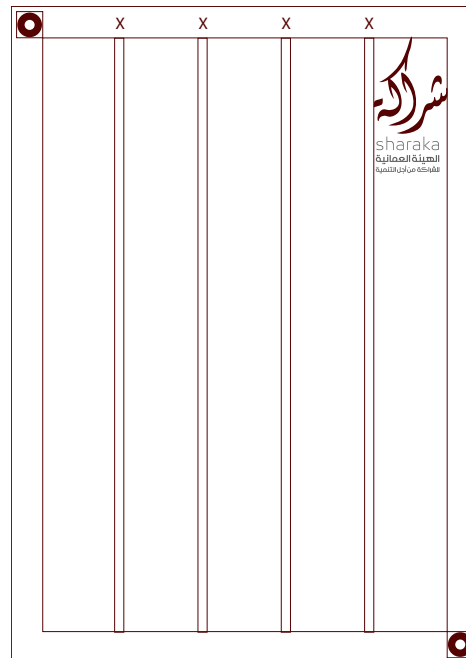
2.5 Our Identity

Logo positioning

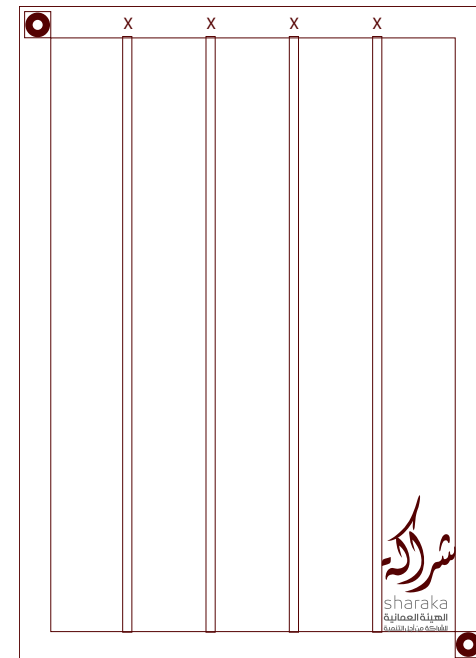
The logo should only ever appear in one of two fixed positions on brand communications:
For stationery, literature and documentation the logo should only ever appear in its fixed position at the top right hand corner of the given format. For outdoor advertising applications the logo should be used as a signature sign-off and appear in its fixed position at the bottom right hand corner of the given format.

The examples below demonstrate the construction of a standard
A4 grid format with alternate sharaka logo placements for alternate communications.

Stationery / literature / documentation



Outdoor advertising



2.6

Our identity

Logo lockups departments

departmental lockups should be 'stacked' beneath the logo as demonstrated below. When using a departments , it is always locked up to a line graphic

department lockup



sharaka
الهيئة العمانية
للشراكة من أجل التنمية

----- Line graphic

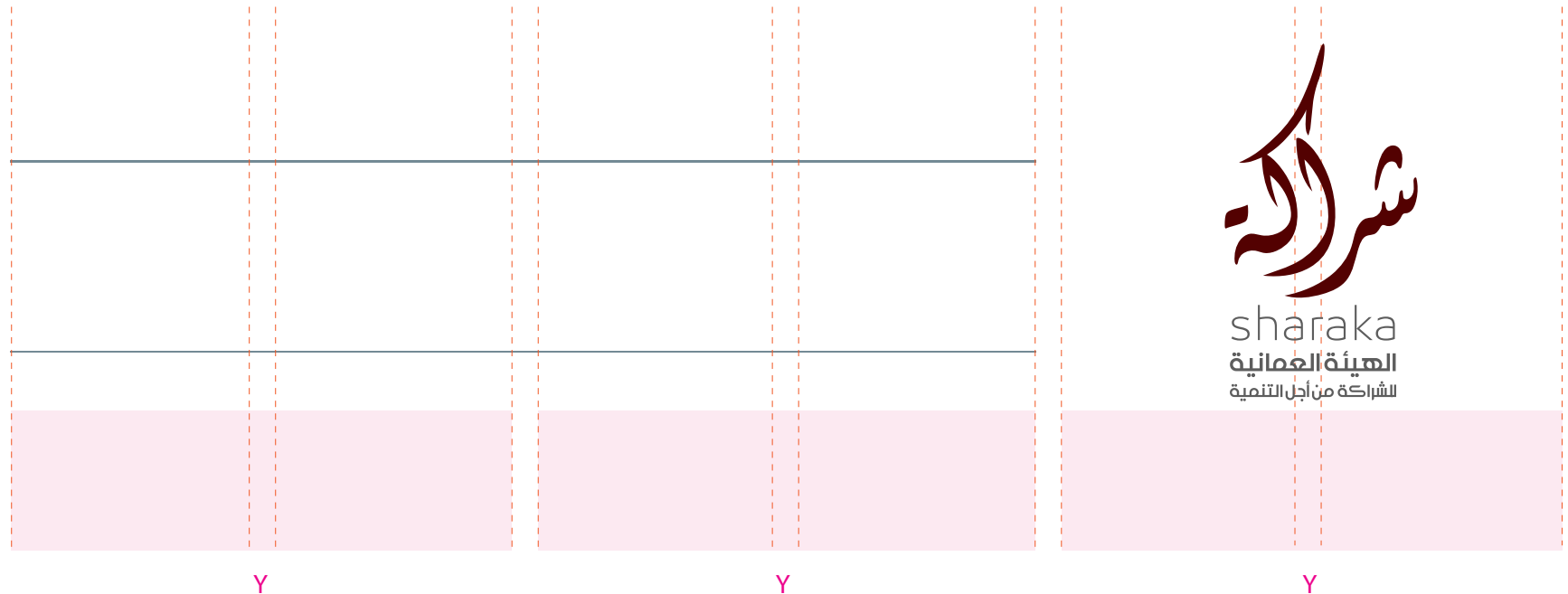
CEO Office

----- Department

2.7 Our Identity

Secondary level information

Secondary level information such as document titles or contact information, may be aligned horizontally with the logo. Placement of secondary level information on the sharaka grid is demonstrated below. Key principles include:
The logo should be placed in its fixed position occupying one third of the given format with secondary level information occupying the remaining two thirds as demonstrated below.



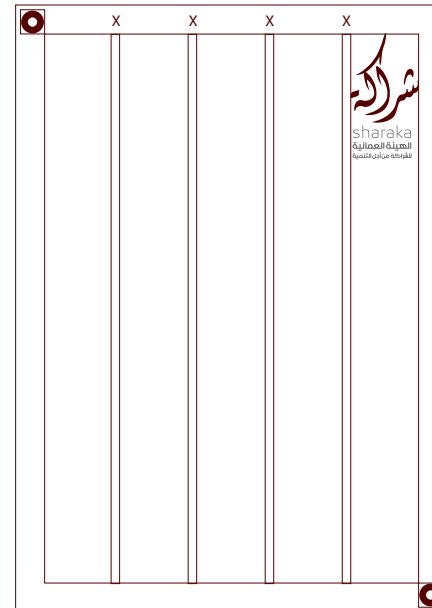
2.8 Our identity

Support graphics

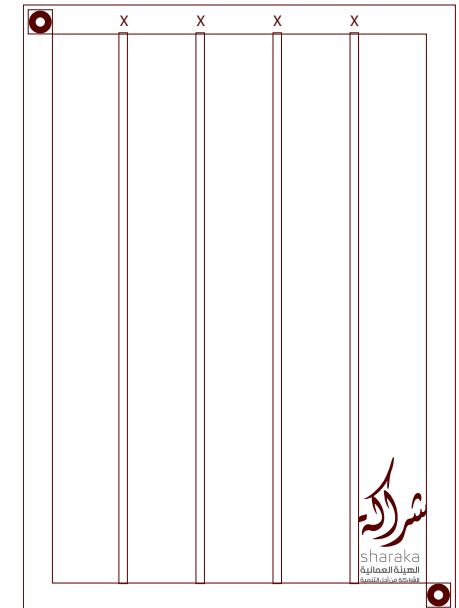
For documentation and collateral including literature, the logo may appear as a support graphic in the bottom right hand corner of the given format as demonstrated below. In these instances,



Document layout



Advertising



2.9

Our Identity

Common mistakes

The examples below demonstrate the more common mistakes made when implementing the logo and should be avoided at all cost.



stretch



stretch



yellow



drop shadow

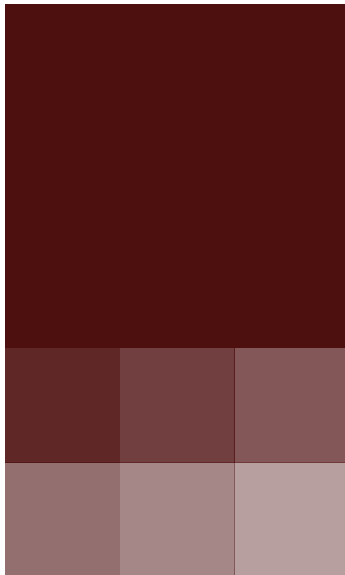


2.10

Our identity

Color palette

Fresh, bright, and bolded



2.11 Our Identity

Typography Print (English)

Our approved English print typeface for sharaka communications is Stag Sans, a simple, professional and modern font. It may be used in the following weights and styles to facilitate clear signposting and to create visual interest. Four weights of Stag Sans are permitted for use in English based print

communications: Stag Sans Light, Stag Sans Book, Stag Sans Medium and Stag Sans SemiBold When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

Stag Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}
,

abc123

book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}
,

abc123

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}
,

abc123

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}
,

abc123

2.11 Our Identity

Typography Print (Arabic)

Our approved Arabic print typeface for logo communications is GE SS , a simple, professional and modern font. It may be used in the following weights and styles to facilitate clear signposting and to create visual interest. Both GE SS Light and GE SS Medium are permitted in Arabic based print applications.

When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

GE SS TWO

رفيع

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

١٢٣٤٥٦٧٨٩٠

وسط

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

١٢٣٤٥٦٧٨٩٠

بولد

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

١٢٣٤٥٦٧٨٩٠

03



3.0 Applications

Our design components : logo ,colors , typography and graphics have been carefully crafted to bring the sharaka brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.

3.1 Applications

Stationery Letterhead

Letterhead example is shown below.



Letterhead A4

3.1 Applications

Stationery Business Cards

Business card examples are shown below.



3.2 Applications

Folder

Folder examples are shown below.



3.3 Applications

Brochures

Brochure examples are shown below.



3.4 Applications

Adshells

The examples below demonstrate usage of the sharaka identity elements on outdoor advertising.



3.5 Applications

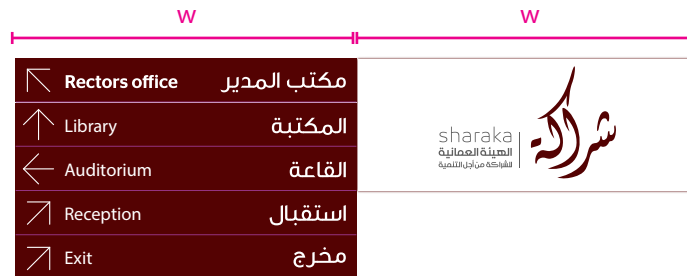
Wayfinding

The examples below demonstrate principles for wayfinding applications.

Guiding principles include:

- Directional information panels should be equal to the width of the logo
- A minimum of three directional panels should be used aligned to the top of the logo.

If more are required, they should be stacked as per the example below left Signage may further 'wrap' around corners where required as demonstrated below.



3.6 Applications

Signage

Exterior signage follows the same principles as that for interior wayfinding. In those instances in which exterior signage is required to 'wrap' around fascia elements, always ensure the individual components are equal in height as demonstrated below. The same principle applies for exterior signage applications that appear on a single flat surface. In all instances, the designer must adhere to the final implementation.



04



mockups

the mockup is a template that show the identity before it printed



■ full view stationery



■ letterhead & envelope



■ folder



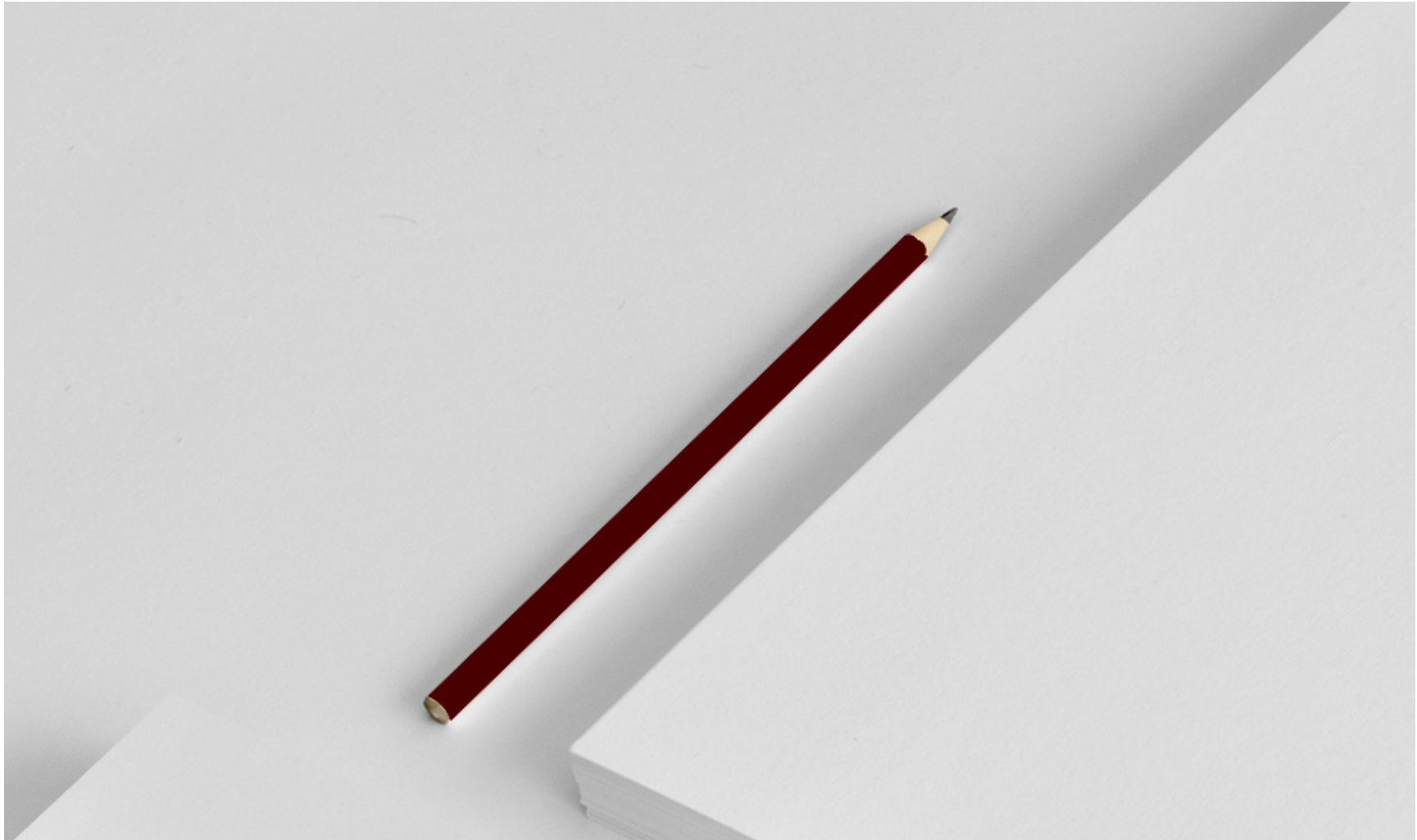
letterhead



business card



■ CD & CD cover



■ pencil



■ paper bag



■ t-shirt





ID



■ gomma



■ tie, pen, i pad and necklace design



■ mug



stamp



■ visa card design



bill board

05



Contact

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THANKS ...



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The background of the entire page is a solid dark red color. Overlaid on this are several large, flowing, wavy lines in a slightly lighter shade of red. These lines originate from the left side and curve towards the right, creating a sense of movement and depth. The lines vary in thickness and curvature, some appearing more like broad strokes while others are more defined.

Sharaka

Brand Identity Guideline